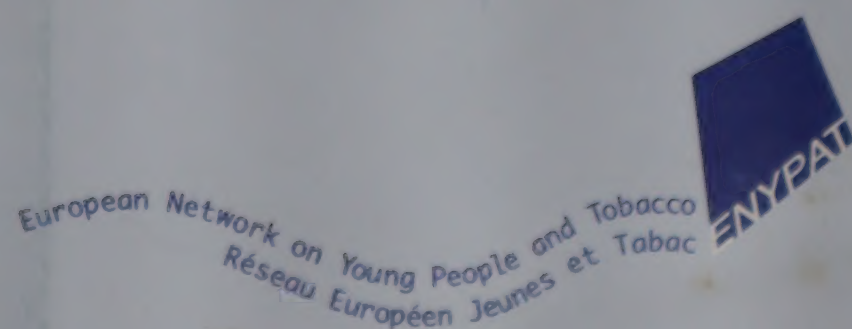


THE SMOKEFREE CLASS COMPETITION

A European School-Based Anti-Smoking Campaign

An Overview of the Experiences of
1997/98 Round in Seven Countries



1 copy
for

05721

5721

COMMUNITY HEALTH CELL

No. 367, Srinivasa Nilaya, Jakkasandra.
I Main, I Block, Koramangala, Bangalore - 560 034.

THIS BOOK MUST BE RETURNED BY THE DATE LAST STAMPED		

Community Health Cell

Library and Documentation Unit

367, "Srinivasa Nilaya"

Jakkasandra 1st Main,

1st Block, Koramangala,

BANGALORE-560 034.

Phone : 5531518



Kansanterveyslaitos
Folkhälsoinstitutet
National Public Health Institute

Kansanterveyslaitoksen julkaisuja

B14 / 1998

Publications of the National Public Health Institute

THE SMOKEFREE CLASS COMPETITION

A European School-Based Anti-Smoking Campaign

An Overview of the 1997/98 Round in Seven Countries

Edited by Sari Savolainen

National Public Health Institute
Department of Epidemiology and Health Promotion

European Network on Young People and Tobacco

Helsinki, Finland 1998

Copyright National Public Health Institute

Julkaisija - Utgivare - Publisher

Kansanterveyslaitos (KTL)

Mannerheimintie 166

00300 Helsinki

Puh. vaihde (09) 474 41, telefax (09) 474 48408

Folkhälsoinstitutet

Mannerheimvägen 166

00300 Helsinki

Tel. växel (09) 474 41, telefax (09) 474 48408

National Public Health Institute

Mannerheimintie 166

FIN-00300 Helsinki

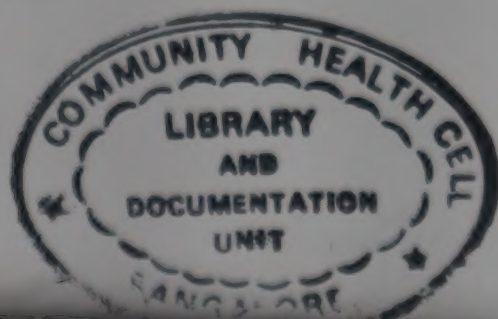
Telephone +358 9 474 41, telefax +358 9 474 48408

ISBN 951-740-109-4

ISSN 0359-3576

Kirjapaino Grafia Oy

Turku 1998



DIS 375
05721 N98

CONTENTS

Background.....	7
The Smokefree Class Competition 1997/98	
A Summary of the First International Round.....	9
The Smokefree Class Competition 1997/98	
in Denmark.....	16
in Finland.....	18
in France.....	21
“Be Smart - Don’t Start” in Germany.....	24
in Italy.....	29
in Spain.....	32
in Wales.....	35
Appendix	
Table 1.....	45
Smokefree Class Competition partners in 1997/98	46

BACKGROUND

The Smokefree Class Competition originated in Finland, where it has been carried out annually since the 1989 school year by four NGOs. The competition has been financed by the Ministry of Social Affairs and Health.

In the competition each class decides to be a non-smoking class for a duration of six months. Classes in which pupils refrain from smoking can participate in a prize draw. The competition has been popular in Finland: about half of the targeted age group has participated, annually.

We presented an evaluation of the competition at the Tobacco or Health Conference in Helsinki in October 1996. Reiner Hanewinkel from Germany and Kamel Abdennbi from France were at the conference and became interested in the idea. At about the same time the ENYPAT office moved from ASH Scotland to KTL in Helsinki. We decided to apply Finland's competition concept to build a European Smokefree Class Competition. Reiner Hanewinkel agreed to start as a co-ordinator and soon seven countries submitted an application for the Europe Against Cancer Programme for March 1997.

The Europe Against Cancer Programme funded the first round 1997/98. Reiner Hanewinkel and Gudrun Wiborg from IFT-Nord (Institute for Therapy and Health Research) worked hard with other co-ordinators from Denmark, Finland, France, Italy, Spain and Wales to set up a well-working project. A total of 3,819 classes and about 100,000 students from 1,040 schools participated. A German class won the international prize, a trip to Paris.

After the first experience ENYPAT decided to include the competition in the ENYPAT Framework Project application. Four new countries – Austria, Belgium, Greece and the Netherlands – are joining the 1998/99 round. This publication presents the experiences of the first international round in seven countries. We warmly thank all the writers!

Erkki Vartiainen
Project Director

Meri Paavola
Project Manager

European Network on Young People and Tobacco (ENYPAT)
National Public Health Institute (KTL), Finland

THE SMOKEFREE CLASS COMPETITION 1997/98

A Summary of the First International Round

1. INTRODUCTION

The Smokefree Class Competition is a school-based smoking prevention programme, organised in co-operation with the European Network on Young People and Tobacco (ENYPAT) and financed by the Europe Against Cancer programme of the European Union. During the school year 1997/98 the Smokefree Class Competition was carried out for the first time on a European level; schools in Denmark, Finland, France, Germany, Italy, Spain and UK were invited to participate. The competition was co-ordinated by IFT-Nord in Kiel, Germany.

The main aims of the competition are the delay and prevention of smoking onset among pupils who do not smoke, and the reduction and cessation among those who have already experimented with smoking. Pupils aged 12–14 are the target group, since research has repeatedly shown that this is the age when pupils begin to experiment with tobacco.

Classes that participated in the competition pledged not to smoke for a period of six months. Those who succeeded took part in a national prize draw where they could win a number of attractive prizes for the whole class.

In addition to the national prizes, there was an international prize draw for a class trip to Paris. The international prize draw served to emphasise the European context of the competition and to enhance communication between pupils of various participating countries. A German class won the Paris trip and met one of the participating French classes in November 1998.

The competition can be embedded in various subjects in schools and is not particularly time-consuming. The countries involved were able to place the addresses of the participating classes on the Internet in order to foster communication between the pupils participating in different countries.

In this first competition 3,819 classes out of 1,040 schools from the seven countries registered for participation. In other words, around 100,000 European pupils decided to be “smokefree” and enter the competition. On the European level Austria, Belgium, Greece and the Netherlands will join the competition in the school year 1998/99.

On the national level the competition was carried out in selected regions (except for Finland, where the whole country participated). In the school year 1998/99, the competition will also be expanded on the national level.

2. BACKGROUND

Cigarette smoking is one major factor promoting the development of chronic diseases such as cancer, cardiovascular disease and chronic obstructive lung disease. The earlier pupils start to smoke, the more likely they become regular smokers in future years. Research has shown that more than half of the regular smokers started smoking at the age of 13. However, people who start smoking after the age of 20 very rarely become addicted. Moreover, smoking is often a precursor for taking other kinds of drugs such as marijuana, cocaine or even heroin.

There is a great variety of smoking prevention programmes which are based on information about the long-term health consequences of smoking. However, it is well understood now that programmes that concentrate only on information and fear arousal strategies – even though leading to better knowledge – show very limited effects on attitudinal or behavioural changes in pupils. In fact, they can even arise pupils' curiosity to find out what smoking is about by experiencing it first hand.

The idea of the Smokefree Class Competition is different to traditional approaches. Instead of using fear arousal strategies, the desired non-smoking behaviour is reinforced: non-smokers get rewarded if they stay smokefree. It is well known from learning theory that positive reinforcement enhances the probability of producing a desired behaviour. In this way non-smoking becomes a popular and worthwhile behaviour, and social norms within peer groups are influenced in a way that non-smoking behaviour becomes more common in classes than smoking.

3. IMPLEMENTATION OF THE COMPETITION

3.1. Rules of the competition

The general rules of the competition are similar in each country:

- Classes decide to be a non-smoking class for a period of six months. During this first run, the duration of the competition differed in the participating countries from 4 to 6 months. In the school year 1998/99, however, every participating country will carry out the competition for a period of 6 months.
- Pupils sign a class contract and an individual contract promising not to smoke during the competition. These contracts serve to underline their commitment.
- The responsibility of controlling smoking lies mainly with the pupils themselves: Pupils monitor their smoking status and report to teachers regularly whether they have smoked or not.
- Classes which refrain from smoking for the whole period are rewarded. They participate in a national as well as a European prize draw in which they can win a number of attractive prizes.
- National prizes vary by country.

The main prize in the international prize draw is a trip to one of the other participating countries.

The competition is flexible so that details can be developed to suit the needs and circumstances of individual countries. For instance in Denmark, Finland, Italy and Spain classes dropped out of the competition if a pupil smoked regularly. In France classes in which no one smoked were awarded the national main prize, classes in which more than one smoked were awarded the national second prize, etc. A class dropped out if more than five pupils smoked on a regular basis. In the UK classes were rewarded depending on the time they stayed smokefree. Moreover, in the UK up to 25% of the pupils in every class were allowed to smoke. In Germany classes dropped out of the competition if more than 10% of the pupils in a class smoked on a regular basis. In Denmark all participating classes had to carry out a drug preventive activity, and in Spain there was a special competition where the best Smokefree Class Competition slogan was awarded an additional prize.

3.2. Development of the materials

Each of the participating countries developed their own materials for the competition (flyer, class contract, pupils contract, poster, etc.).

3.3. Teachers' brochures

Teachers' brochures were developed to explain the idea of the competition and to advise teachers on handling the problems that could occur, for instance bullying among pupils, relapses into smoking or dishonesty.

3.4. Health education materials

In some countries teachers' manuals were developed consisting of teaching units dealing with smoking prevention as well as personal and social skills so that teachers could use the materials in class and carry out further drug preventive activities. In addition, detailed health education material for teachers and pupils was offered on the Internet in Finnish, Swedish, English, French, Spanish, German and Italian (www.jyu.fi/no-smoking).

3.5. Promoting the European idea of the Smokefree Class Competition

The Internet was used to promote and enhance communication between pupils in different countries. Participating schools of all involved countries could place their addresses on a special Smokefree Class Internet page (www.jyu.fi/no-smoking). The Internet is a perfect medium for this purpose as it is becoming increasingly popular among young people and a growing number of schools in Europe have access to it.

An international flyer was also developed promoting the idea, the principle goals and the rules of the competition and providing the addresses of all European partners. At the end of the competition there was an international prize draw, in which one class could win a trip to one of the participating countries, in order to familiarise pupils with other European cultures.

3.6. Meetings of the project team

Regular meetings were held by the co-ordinators and ENYPAT:

London, September 4, 1997

This first meeting was carried out during the planning stage of the competition.
Matters discussed:

- Current status of the competition plans in the countries involved (e.g. recruitment of schools, co-financing, etc.)
- Rules of the competition
- National and international prizes
- Presentation of the project on the Internet
- Translation of materials
- Evaluation of the project

London, January 30, 1998

The meeting was held right after all countries had started the competition or were just about to start it. Matters discussed:

- Current status of the competition: Recruitment of schools, participation rate, problems.
- Introduction of new partners for the next run: The Netherlands, Belgium, Austria, Greece.

Barcelona, June 26, 1998

This meeting took place right after the competition had terminated in all countries.
Matters discussed:

- Drop-outs
- Problems encountered during the competition:
 - Bullying in school
 - Dishonest pupils
 - Lack of external control
 - Lack of motivation of teachers
- Suggestions for improvement of the rules and implementation of the competition in the school year 1989/99

Table 1: European co-ordinators and institutions involved

Country	Co-ordinator	Institution
Denmark	Mr. Joergen Falk	Danish Council on Smoking and Health, Copenhagen
Finland	Mrs. Heli Tyrväinen Mrs. Meri Paavola	Finnish Health Association, Jyväskylä KTL, Helsinki (ENYPAT)
France	Dr. Kamel Abdennbi	Association Institut Coeur et Vaisseaux, Paris
Germany	Mrs. Gudrun Wiborg Dr. Reiner Hanewinkel	Institute for Therapy and Health Research, Kiel
Italy	Dr. Elizabeth Tamang Dr. Giovanni Pilati	Centro di Educazione alla Salute, Padova
Spain	Dr. Manel Nebot	Institut Municipal de la Salut, Barcelona
UK	Mrs. Sue Bowker Mr. Ceri Breeze	Health Promotion Wales, Cardiff

4. RESULTS OF THE SMOKEFREE CLASS COMPETITION 1997/98

4.1. Participating schools and classes

The competition was carried out in selected regions. The only exception was Finland, where schools from the whole country were invited to participate. Finland has carried out the Smokefree Class Competition since 1989/90 and has a wide experience in organising the competition on a large scale. In future years all participating countries plan to expand the competition.

Europe-wide about 100,000 pupils from nearly 4,000 classes participated in the competition. This means that more than 1,000 schools were involved.

Table 2: Participating schools and classes in the school year 1997/98

Country	Number of participating schools	Number of participating classes
Denmark	128	145
Finland	503	2.688
France	31	91
Germany	227	462
Italy	82	141
Spain	25	88
UK	44	204
Total	1.040	3.819

4.2. Drop-outs

The drop-out rate ranged from 30% to 42% of the registered classes for Spain, Italy, Germany and France and nearly or more than 60% for Denmark and Finland. The UK had the lowest drop-out rate: only about 17%.

Table 3: Number and percentage of drop-outs in the school year 1997/98.

Country	Number of dropped-out classes	Percentage of dropped-out classes
Denmark	84	57.9 %
Finland	1,822	67.7 %
France	36	39.5 %
Germany	191	41.2 %
Italy	46	32.6 %
Spain	37	42.0 %
UK	34	16,6 %

To assess the pupils' smoking status, they were asked to monitor their smoking behaviour (or non-smoking behaviour) and report it to their teachers regularly. No external control was undertaken. Looking at the percentage of classes which dropped out of the competition, the figure seems to be quite high. The results indicate that the pupils tended to tell the truth.

4.3. Presentation of the project

Newspapers, radio or TV

Each of the involved countries presented the Smokefree Class Competition in a number of regional newspapers, and in some cases in national newspapers. Moreover, the Smokefree Class Competition was presented on radio and TV on several occasions.

International conferences

Conference	Date	Place
1. The Fifth International Congress of Behavioural Medicine	19–22 August 1998	Copenhagen, Denmark
2. Working Together for Better Health	23–25 September 1998	Cardiff, UK

International publications

- Hanewinkel, R., Wiborg, G., Paavola, M. (1997). What is the idea behind the "Smokefree Class Competition"? *Tobacco-free healthy cities*, December issue.
- Hanewinkel, R., Wiborg, G., Tamang, E., Paavola, M. (1998). Smokefree Class Competition: Germany won the international prize. *Tobacco-free healthy cities*, June issue.
- Hanewinkel, R., Wiborg, G. (1998). The Smokefree Class Competition. *ENYPAT Newsletter Interaction*, 9.
- Hanewinkel, R., Wiborg, G., Paavola, M., Vartiainen, E. Smokefree Class Competition – a European school-based anti-smoking campaign. *Tobacco Control*, 7(2).
- Vartiainen E., Paavola M., Vertio H. "No Smoking Class" competitions in Finland: their value in delaying the onset of smoking in adolescence. *Health Promotion International*, 1996;3 (11):189-192.

Smokefree class

Konkurrencen

Smokefree class konkurrencen

er en ny konkurrence for Røg-

fri Årgang 2001 klasser på Fyn

og i Jylland. For at være med i

konkurrencen skal du og din

klasse dels holde jer røgfri i

konkurrenceperioden og dels

lave et projekt, som får betyd-

ning for andre klasser

eller hele skolen. I kan sam-

tidig komme i kontakt med

andre klasser i Europa, som

laver et lignende projekt

TOBAKSSKADERÅDET

Projektet er støttet af EU-kommissionens „Europa mod kræft“ programmet

THE SMOKEFREE CLASS COMPETITION 1997/98 IN DENMARK

The Danish competition was carried out as a pilot project among 7th graders in one part of the country. The competition was linked to one of the existing Danish projects “Smoke Free Year Group 2001” which is targeted at the same age group.

In Denmark the design of the project somewhat differed from the other countries: in order to participate in the lottery, the classes had to work with the subject “smoking” in a way that would involve or be visible for other classes of the school – or even the local community. Therefore the invitation to participate was followed by a “catalogue of ideas”, out of which the teachers could choose activities for this purpose. Another difference was the absence of contracts and that pupils’ smoking habits were monitored once a month. At the end of the six-month period the teacher gave a brief report to the Danish Council about the activity carried out.

About 1700 classes from about 1200 schools were invited to participate. 145 classes from 128 schools took the challenge. 84 classes dropped out. 71 classes participated in the lottery. There were 5 prize winners. The main prize was 4000 ECUs and the winning class was from Nyborg. We had expected to involve a greater number of classes, and we found that the drop-out rate was too high.

A process evaluation was made after the competition. Every participating teacher received a questionnaire. 86 teachers answered (most of the drop-out teachers did not). 12 teachers who participated throughout the competition and 14 teachers who did not participate at all were selected for a phone interview:

- 62% of the participating teachers found the competition good or very good.
- 65% of the teachers claim that the class found the activity good or very good.
- 43% of the teachers would like to participate again.
- 77% of the teachers think that the class has learned something about smoking during the competition.
- 86% of the teachers think it is a good way to teach children something about smoking.

We learned from the evaluation that the marketing of the competition should be better next year. The rules about smoking – not smoking should be clearer. Too many teachers expected that the quality of their activity would be part of the winning criteria. At the end of the competition we should inform every participating class immediately about the winners, and perhaps give them a gift. The idea of the special activity works very well, and drop-out is almost always caused by smoking. During the year 98/99 the competition will be carried out nationwide at 7th and 8th grade levels.

THE SMOKEFREE CLASS COMPETITION 1997/98 IN FINLAND

The Smokefree Class Competition was arranged in Finland for the ninth time. The organising team consisted of four non-governmental organisations, whose co-operation worked very well.

A new poster for the competition is prepared every year. In addition, schools receive two different contract forms and teaching material. The competition and the material are bilingual; Finnish and Swedish. The Finnish competition has cash prizes: 2 x 1650 Ecus, 8 x 825 Ecus and 20 x 170 Ecus (about).

All the grade 7 and grade 8 classes in the country were invited to participate in the competition. About a half of the 7th grade classes and a fourth of the 8th grade pupils accepted the challenge. Participating classes were to abstain from smoking for six months. Some 35% of the participating 7th grade classes and 26% of the 8th grade classes reached this goal. In terms of the number of successful classes, the success rate has remained about the same since the first year the competition was organised.

The working principle of the competition was to involve popular role models and idols from film, sports and music as promoters. These celebrities occupied a prominent position in the competition poster. In conjunction with the competition, a campaign was carried out through the radio and Internet, where a band that is well-known and a favourite among teenagers made a public promise to quit smoking. The teenagers had an opportunity to send encouraging messages to the band and make jokes about smoking. This campaign was a big success, and many young people said in their Internet feedback that they had given up smoking because their idol had done so.

Information was this year's weak point. Information on the competition was mailed with the competition poster to all schools. In addition, the competition gained some coverage in the media, and local papers frequently published bulletins about it. Yet, the information did not reach all the school teachers who would have been interested. The teachers also needed more motivation and direct contact with the competition organisers.

Schools are very busy with their work. Only one third of the schools used classroom materials related to the competition. During the school year the whole effort may have been forgotten by some students and teachers. Schools that were actively involved had also arranged, for instance, smoking-related special events and contests within the school. Experiences from those events were very positive.

According to the feedback, teachers doubted their students' honesty and felt that maintaining surveillance over the competition is impossible. Responsibility was not always adequately shifted to the students themselves. Another problem that was mentioned was that the classes could not participate if there was a student who smoked regularly, and in those cases that student may have been blamed or made to feel guilty.

Having learned from these experiences, in the future more attention will be paid to the ways we could better activate the schools, motivate the teachers and improve the promotional and informational support. To a large extent the practical arrangements in the schools have become routine, so we need new stimuli and fresh ideas to foster the notion of non-smoking and keep it in the foreground.

THE SMOKEFREE CLASS COMPETITION 1997/98 IN FRANCE

109 schools from Seine St. Denis, a close suburb of Paris, were invited to participate in the competition. The target group was the first year (6^{ème}) and the second year (5^{ème}) of secondary school. This represented 1316 classes who should have received the documents inviting them to enter the competition, but we learned that the information did not work correctly.

Every school received documents inviting them to participate. These documents were sent to the headmaster, the doctor and the nurse. Even though we dispatched the documents, many nurses, for example, did not receive them because the headmaster of the school decided not to enter the competition.

1. Registration

31 schools participated in the competition, 28% of all schools contacted.
A total of 91 classes reached the goal of being a "smokefree class" until May 31, 1998.
36 classes dropped out the competition (39.5%).

2. Duration

The competition was organised from January to May 31 (5 months).

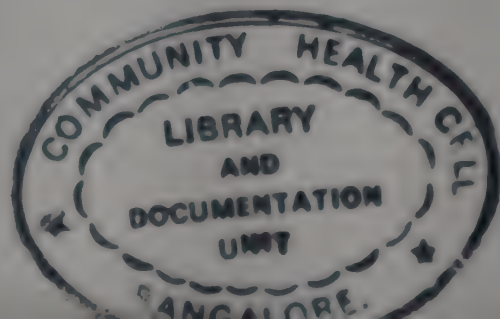
3. Rules of the competition

If none in the class experienced tobacco: Level A
If one to two pupils experienced tobacco: Level B
If three to five pupils experienced tobacco: Level C
If more than 5 pupils smoked: Dropped-out.

4. Sponsors

The competition was encouraged by the artist Barbara Henricks. The poster presented the Parisian football team Paris Saint Germain, the famous reporter J.M. Larque, the world champion of the 400-meter dash Stéphane Diagana, and the artists Smaïn and Les Inconnus.

Some financial help was received from a pharmaceutical laboratory and from the communal health services (DASS). The main financier of the competition was association Institut Coeur et Vaisseaux.



Association "Institut Cœur et Vaisseaux"



• CONCOURS •
CLASSES NON FUMEUR

12 JANVIER - 31 MAI 99

Jean-Michel Larqué

Les Inconnus

Parrainé par Barbara Hendricks
L'association "Institut Cœur et Vaisseaux" organise le concours

• CONCOURS •
CLASSES NON FUMEUR

5. Prizes

Level A: 4 prizes of 20,000 FF

Level B: 3 prizes of 10,000 FF.

No level C was registered.

All the pupils who were present at the prize ceremony received a Smokefree Class T-shirt. The international prizes were rucksacks from IFT-Nord.

6. Prize ceremony

The prize ceremony was held with the Minister of Health, Bernard Kouchner, in attendance. The ceremony programme consisted of rap music about tobacco, theatre, poems, a paintings exposition and similar events.

7. Feedback from teachers

- Teachers suggested that the competition starts earlier next year.
- The web site is not very attractive in its French version, so they would like to see it improve.
- The prizes should go first to a school, then to a winning class; this would prevent one school from winning too many the prizes. (In fact, three classes from the same school won prizes.)

8. Materials

The teachers had the possibility to contact all the associations working in the field of tobacco prevention in the department. They also received a CD-I (interactive CD-ROM) with an 8-hour programme on tobacco. Some classes organised information activities around tobacco.

9. Press reports

The competition was presented three times on TV in national news reports and two times on radio (RTL and BFM). In addition, three articles were published in national newspapers and in a specialised medical publication.

10. Congresses

Poster presentation at the 3rd National Congress of Preventive Cardiology (Toulouse September 1998).



NICHTRAUCHEN '98!

Europaweit! Mitmachen!
Der Wettbewerb
für die Klassen 7 und 8.

Gewinnt einen Geldpreis
für die Klassenkasse
oder eine Reise nach Paris!

2 x 5.000 DM	6 x 1.000 DM
2 x 3.000 DM	10 x 500 DM
4 x 2.000 DM	50 x 100 DM

Infolines

IT-Info 1 (0431) 870 2940
KONG/LEH 1 (0431) 86 47 70
LISA 1 (030) 730 17 74

DON'T START.



THE SMOKEFREE CLASS COMPETITION 1997/98
“BE SMART – DON’T START” IN GERMANY

1. Numbers and percentages of participating schools and classes

1227 schools were invited to participate in the competition. As can be seen from table 1 below, around 18.5% of all invited schools registered for the competition.

Table 1: Numbers and percentages of participating schools and classes

	At Start	At End	Retention Rate, %
Schools	227	154	67.8
Classes	462	271	58.6
Grade 7	260	161	61.9
Grade 8	203	110	54.1

2. Workshops for teachers

The competition programme included three workshops for teachers. Two were held prior to the start of the competition in the two Bundesländer participating in the project. The third was organised halfway through the competition. Pupils were also invited to participate in the second workshop. Around 30% of all participating teachers participated in the workshops.

3. Questionnaires for teachers and pupils

At the end of the competition, questionnaires were sent to all teachers and to a representative sample of 30 classes (regardless of whether the class had remained in the competition or not).

Data was assessed anonymously and prior to the announcement of the winners. A self-addressed, stamped envelope was also enclosed.

Questionnaires were developed to assess the following:

- a. Could the onset of smoking be delayed?
- b. Could smoking be reduced?
- c. Was the target group reached?
- d. How useful were the main rules of the competition?

- e. Did pupils lie in the weekly assessment, since they knew that there was no external control?
- f. Did pupils take the competition seriously?
- g. Did negative group pressure (bullying) occur during the competition?
- h. Were parents interested in the project?
- i. The applicability of the health education material and several other aspects that shall not be discussed here.

70% of the teachers and 70% of the pupils returned the questionnaires. The main results are discussed below.

357 pupils returned the questionnaires.

305 teachers returned the questionnaires.

Results

a. Could the onset of smoking be delayed?

Very encouraging data: 72.3% of the pupils reported that smoking could have been delayed “very often”. 10.8% said that it could be delayed “often”.

The teachers’ data is nearly as promising: 70.7% reported that smoking had been delayed “very often” or “often”. There were no meaningful differences between the grades.

b. Could smoking be reduced?

Around 40% of pupils and teachers reported that smoking had been reduced “very often” or “often”. Around 30% of both said that it could be reduced “sometimes”. A noticeable difference between the class 8 and class 7 pupils was that only 30.4% of those in class 8 believe that smoking had been reduced, while 48% of those in grade 7 were of that opinion.

This data shows that the competition seems to be more suitable as a primary prevention project, which means that it might be able to delay smoking onset among non-smokers to a wider extent than it is able to reduce smoking among smokers – at least on a short-term basis.

c. Could the target group be reached?

61.2% of the pupils and 72.2% of the teachers were of the opinion that the target group was reached. But: We also asked whether it would make sense to extend the competition to grade six, and 68.8% of the pupils and 64% of the teachers were convinced that the competition should start in grade six. When asked for a reason, teachers and pupils mentioned repeatedly that they regularly come across smokers aged 10–11.

d. How useful were the main rules of the competition (assessed by teachers)

- At least 90% of the class has to decide to participate in the competition. 63.4% considered this rule as “very useful” and 24.8% as “useful”.
- Class contract: 59.1% said it was “very useful” and 27.1% said it was “useful”.

- Pupils' contract: 48.8% judged it as "*very useful*" and 24.8% as "*useful*".
- 10% of the class is allowed to smoke: 55.8% regarded this rule as "*very useful*" and 23.1% considered it "*useful*".
- Weekly assessment of smoking status (based on pupils self-monitoring): 43.6% considered the rule as "*useful*" and 20.5% as "*very useful*". But: 20.5% of the teachers gave a "mixed" response. They argued that this rule makes pupils more likely to lie.

e. Did pupils lie in the weekly assessment, due to a lack of external control?

The results of this question are very interesting: While 89% of the pupils reported that they themselves told the truth, only 33.5% of the pupils were of the opinion that their classmates were honest. However, the teachers show more trust in their pupils than the pupils in their classmates: 87.6% of the teachers regarded their pupils to be honest.

f. Did pupils take the competition seriously?

56.6% of the pupils took the competition "*seriously*" or "*very seriously*". 24.4% had mixed feelings about it, because of the missing control of potential smoking behaviour. Here we have to look at the grades again: Grade 7 took the competition more seriously than pupils in grade 8 (39.2% in grade seven vs. 22.8% in grade eight).

g. Did negative group pressure (bullying) occur?

- Around 21% of the pupils reported that non smokers put pressure on smokers "*sometimes*".
- According to the pupils, smokers only put pressure on non smokers "*sometimes*" in about 5% of the cases. The percentages for teachers are very similar.

h. Did parents show interest in the project?

Very disappointing results in this case: 60.7% of the parents never or seldom showed any interest in the project. Only around 30% of the teachers organised a parent evening concerning the project.

i. Health education material

Health education material was developed and given to interested teachers before and during the competition. The material was developed to provide the teachers with some inspirations for various activities dealing with non-smoking that they could carry out in class in different subjects. For us it was of great importance to make sure that the material could be integrated into different subjects (like biology, sports, German, French, etc.), since we know that teachers don't have so much time to spare for activities besides normal class.

63% of the teachers used the materials "*a few times*" and 10.6% used it "*often*".
61% of the teachers considered the material to be "*helpful*" for activities carried out in class and 7.6% judged it to be "*very helpful*".

4. Outlook for the next run

- Extension to the sixth grade
- Involvement of the parents
- Spot-check controls of pupils

5. Preparation for the school year 1999/2000

For the school year 1999/2000 the competition was included in the ENYPAT Framework Project proposal for the programme “Europe Against Cancer” of the European Union. Moreover, Iceland will participate as country number 12 in 1999/2000.

THE SMOKEFREE CLASS COMPETITION 1997/98 IN ITALY

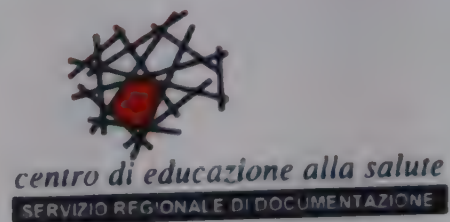
The Italian Smokefree Class Competition was carried out in the Veneto region. Veneto has 4,380,797 inhabitants in a territory of 18.364,28 km². We have about 670 secondary schools and 220 high schools. Third-year secondary schools and first-year high school classes (13–14 year olds) were invited to participate in the competition for the year 1997/98. A total of 141 classes belonging to 82 schools with 2,938 students joined the competition. The classes signed a contract to remain smoke-free for a period of 19 weeks monitoring their smoking behaviour each week.

At the end of the competition the classes who kept their commitment to remain smoke-free received a non smoking certificate and participated in the national prize draw. The first prize was a CD player/radio tape recorder for each student of the winning class. The second winning class participated in the international draw for a trip to one of the other countries and since the international prize draw was won by a German class, they received the “Be smart don’t start” rucksacks. Each student who participated at the competition till the end received a colourful purse with the Smokefree Class Competition (SFC) logo. The prize giving ceremony was held in the school of the winning class. The school had also organised a concert for the occasion by students of the participating classes.

1. Materials prepared for the competition

- Leaflet about the SFC
- Student’s contract
- Class Contract
- Monitoring chart
- Participation Certificate
- Purses with SFC logo
- Press conference packs

The Veneto region is divided into 21 local Health Units (LHU), each LHU has a Service of Health Education and Health Promotion which are connected to the Regional Centre for Health Education. This network was used to present the competition to schools and to distribute the materials. A press conference was held before and after the competition. In the second press conference some students from the participating classes and two teachers were also invited and interviewed by the journalists. There was a lot of press coverage both in TV and newspapers.



centro di educazione alla salute
SERVIZIO REGIONALE DI DOCUMENTAZIONE



competition

2. Results

Participation:

82 Schools; 141 classes and 2,938 students. The drop out rate was 32.6%.

The number of 3rd year secondary school classes participating was 74 and the number of 1st year high school classes was 67.

Drop-outs:

- 3rd year secondary school classes: 17 (23%)
- 1st year high school classes: 29 (43%)

A poster presentation about the competition was made at the "Working together for better health" Conference in Cardiff in September 1998.

3. Feedback from teachers and students about problems or difficulties

In one class the teacher discovered some pupils had smoked without the class admitting. In the beginning, some classes' students had some difficulties controlling the smoking behaviour of each other; one class reported teasing from senior students by offering them cigarettes (but this was done in play and not as bullying).

4. Lessons learned for the next edition

Although participation was not as high as we had hoped, we will continue this project in 98/99. Enthusiasm for the project has grown among health workers and teachers as the competition has progressed in the classes during the school year. Next year we will start the competition earlier, from 1st November 98 to 30th April 99. Presentation of the materials to the Local Health Unit and to schools will be done earlier. Invitations to schools will also be made directly with the competition packs. The monitoring chart size will be A4 (much easier to photocopy for the schools and to send by fax). We intend to prepare six postcards like some of the other countries to get feedback each month from classes, to use testimonial and have a special post card enabling classes to choose to write to classes in other participating countries. Classes will also be invited to prepare a slogan for future edition of the competition.

CLASSE SENSE FUM



**Un concurs europeu adreçat
als alumnes de 1r cicle d'ESO
per mantenir-se sense fumar**

THE SMOKEFREE CLASS COMPETITION 1997/98 IN SPAIN

1. Preparation phase

In November 1997, once the proposal was approved, the preparation phase was launched basically consisting of:

- Definition of the rules
- Design and development of a graphic “logo”, support materials and flyers for the programme diffusion.

2. Diffusion phase

In December 1997, programme information was sent to all the secondary schools of the city. At the same time, the programme was introduced to the district school staff and to the Educational Authority of Barcelona (Institut Municipal d'Educacio de Barcelona). A panel of ten experts was used to help the local project co-ordinators both in programme diffusion and follow-up, and in helping us to choose the appropriate prizes. The programme was also presented to the local Cancer League (Associacio Espanyola contra el cancer), which decided to sponsor the programme.

3. Follow-up phase

The competition was run from January 15th to May 15th. Overall 88 classes from 25 schools decided to participate and to become a non-smoking class for this period. 25 classes from 6 schools dropped out very early and 12 classes dropped out later. 51 classes succeeded to stay non-smoking until the end of the programme (58% of all participants).

In each participant class the teacher monitored the situation and promoted activities related to smoking prevention. After the competition the contact person sent the follow-up form to the organisers.

4. Prizes

The competition had four national prizes. The main prize was a day cruise and a walkman for each pupil of the class. Second and third prizes consisted of books and tape recordings. A special prize sponsored by the Cancer League (a CD-player for every pupil of the class) was given to the best slogan related to tobacco prevention. In addition, all classes that remained smokefree received a certificate.

5. Final assessment

Despite the fact that the information about the programme did not reach schools until the end of the first term, the programme was well accepted. Most schools that left the programme did so relatively early. This suggests that teachers discovered that pupils were already smoking and not willing to stop. This was confirmed by some teachers in the follow-up forms. Nevertheless, this indicates that most teachers took it very seriously and preferred leaving the competition rather than ignoring or hiding the problem.

The prize delivery was an extremely warm and friendly event and we all had a lot of fun. Perhaps we are used to dealing with health topics in a very serious way, so the event was a quite refreshing new approach. The slogan contest was also a success; every school developed a slogan and most drew a picture even though it was not in the rules. Teachers said that they had used this as an occasion to talk about smoking, its dangers, its addictive power and the ways to resist social pressure.

In summary, we are highly satisfied with the programme. In terms of the future challenges, we need to improve diffusion and social visibility, and we need to develop new materials (posters, flyers) using the ideas given by pupils through the slogan competition.

THE SMOKEFREE CLASS COMPETITION 1997/98 IN WALES

1. INTRODUCTION

The Smokefree Class competition is a pan-European project that aims:

- To encourage pupils to remain smokefree by discouraging experimentation with tobacco
- To help experimenters not to become regular smokers
- To show clearly that not smoking is normal
- To encourage discussion about the benefits of remaining smokefree

2. BACKGROUND

Teenage smoking in Wales has increased between 1986 and 1996 so that 23% of boys and 29% of girls aged 15–16 smoke at least weekly¹. During this time there has been success in delaying the onset of smoking, so that in 1996 for those 11–16 year olds who have ever smoked the average age of first experimentation was 11.32 years.

The Smokefree Class Competition is based on an idea developed in Finland during 1989-90. It was initially targeted at their 8th grade pupils (our Year 9), and attracted 15,000 entrants in the first year. The competition has run annually since then, and with an extension to 7th grade pupils (our Year 8) regularly sees entry levels of 55,000.

An evaluation of the Finnish project demonstrates success in delaying the onset of smoking amongst young people².

3. THE COMPETITION

3.1. Consultation phase

A meeting was held at Health Promotion Wales' offices in July 1997 to discuss the proposed competition. Twelve representatives of the health and education sectors in Wales attended the meeting, and eight others discussed the idea by telephone.

The proposal was outlined as below:

- Competition to be aimed at Year 8 pupils as research shows that this is a prime age for experimentation with smoking
- Competition to run for 5–6 months, from January 1998
- Pupils decide in their registration classes to enter the competition as a whole class

Dosbarth:

Ysgol:

Mae'r uchod yn cystadlu yng Nghystadleuaeth Dosbarth Di-fwg 1998

Helpwch ni i ddal ati

Byddwn yn cwblhau ffurflenni ymroddiad misol ar:

- 27 Chwefror 1998
- 27 Mawrth 1998
- 1 Mai 1998
- 29 Mai 1998
- 26 Mehefin 1998

- £500 ar gyfer yr ysgol ar 15 Mai
- £750 ar gyfer yr ysgol ar 12 Mehefin
- £1500 neu £100 ar gyfer yr ysgol ar 9 Gorffennaf

DOSBARTH DI-FWG

The Class

Class:

Of:

Have entered the 1998 Smokefree Class Competition

Help us stay the distance

We will complete monthly commitment forms on:

- 27 February 1998
- 27 March 1998
- 1 May 1998
- 29 May 1998
- 26 June 1998

We can do this

- £500 for our school on 15 May
- £750 for our school on 12 June
- £1500 or £100 for our school on 9 July

SMOKEFREE CLASS

- Individual pupils sign a commitment not to smoke for the competition period
- Pupils reaffirm their commitment monthly
- Classes still in the competition after 3, 4, 5 (and 6) months are entered into a prize draw.

Following the meeting the proposal was refined to take account of some concerns expressed:

- Entry is possible as long as 90% of the class wish to join in, and are not regular smokers
- Classes can stay in the competition as long as 75% of the class wish to do so, and are not regular smokers
- A regular smoker is defined as someone who smokes one or more cigarettes per week
- Prizes to be for the school rather than for individual classes or pupils
- Wales will not participate in the European prize draw as this offers travel to the winning class
- Competition materials to make it clear that is acceptable for pupils to encourage others to enter, but not to force them
- Research to be undertaken to assess the incidence of undue pressure
- Competition materials to make it clear that the competition complements other work on smoking, but should not replace it
- Individual areas of Wales to opt in to the competition, rather than an all-Wales competition
- Health Promotion Wales to agree with local personnel the mode of contact with schools
- Carbon monoxide testing, as a means of verification, to be decided on locally
- A letter for parents to be included with the competition materials; this to be used at the discretion of the school.

The revised proposal was sent to all those who attended the meeting, to all District Health Promotion Managers, appropriate Local Education Authority (LEA) advisory staff and Health Promotion Commissioners. Subsequently a letter was sent to Directors of Education in those areas where it was proposed to run the competition.

This consultation period resulted in schools in 15 of the 22 Unitary Authorities being targeted. In seven of these, this was with the support of both the LEA and Health Authority; and in eight with the support of the LEA only, although in one case a local NHS Trust also offered support.

3.2. Planning phase

During Autumn 1997 detailed planning was undertaken, including two videoconferences with North Wales to clarify local and national roles.

Competition materials were designed:

- Flyers – bilingual, A4 folded into 3. These informed schools about the competition and invited them to send for the entry pack.
- Entry pack – Bilingual, A4 wallet containing Teachers' information booklet, two posters, entry form, five monthly commitment forms, six Freepost envelopes, letter for parents.
- Set of five postcards to be sent to classes monthly to remind them to return their commitment form.
- Headed notepaper – stating that the competition was being co-ordinated in Wales by Health

Promotion Wales with the support of local partners. This has no address on it and could be used by any of the partners.

- Pin badges saying Smokefree Class or Dosbarth Di-fwg.

A database was set up in Health Promotion Wales which would record the name of the school, form and form teacher; address; telephone number; number of pupils in the class; number of pupils entered; and return of commitment forms with number of pupils still participating.

3.3. Recruitment phase

During November 1997, flyers were sent to all schools in the target areas (150 in total). In the six North Wales Unitary Authorities these letters were sent out by the local Health Promotion Departments, and in most cases were accompanied, or preceded, by a letter of support from the LEA. In one Unitary Authority the letter went from an LEA adviser. For all other Unitary Authorities, Health Promotion Wales mailed direct.

Twelve flyers were sent to each of Headteacher, Head of Year 8 and Head of Personal and Social Education (PSE). A covering letter informed them who else had received the information. Classes were asked to return a reply form by 12th December if they wished to receive a competition entry pack.

Competition entry packs were mailed to all classes requesting them during the first week of the Spring Term (8th – 15th January 1998). A sample pack was also sent to the Head of PSE in all those schools who had not responded to the flyer. Classes were asked to return their entry forms to Health Promotion Wales by 26th January 1998.

Over two hundred packs were requested from thirty-seven schools. Classes in thirty-two of these schools subsequently entered the competition. Classes in eleven schools entered as a result of receiving the sample entry pack.

The final entry figures were 198 classes from 43 schools, representing 5,066 pupils. This entry figure equates to one seventh of the Year 8 pupils in Wales, and approximately 22% of pupils targeted.

3.4. Competition phase

The competition ran from Monday 2nd February 1998 to Friday 26th June 1998. Classes returned commitment forms on Fridays 27th February, 27th March, 1st May, 29th May and 26th June. Reminder postcards were sent out one week prior to these dates.

Any class not returning a commitment form within one week of the date was sent a reminder letter. For the last three months the receipt of the form allowed entry into the prize draw. Any classes that had not returned forms 3 days prior to the draw received a telephone reminder.

During February all classes were sent sufficient pin badges for every pupil, in either English or Welsh.

During March classes were invited to request the name of a Danish school in order to set up a penpal link. 39 classes responded to this offer.

Prize draws took place on:

Friday 15 th May	2 classes won £500 for their school
Friday 12 th June	2 classes won £750 for their school
Friday 10 th July	2 classes won £1500 for their school
	34 classes won £100 for their school
	1 class won rucksacks (produced by the German team for one class in each of the participating countries)

Naomi King of ASH undertook the draws in the presence of at least one independent witness. Prior to the draws the entry figures for each class were calculated to ensure that 75% of the pupils were still participating.

The major prize cheques and rucksacks were presented in school assemblies as soon after the draw date as could be arranged. The major prize winners were:

£500	8C Amman Valley Comprehensive, Ammanford
	8B4 Bryn Hafren Comprehensive, Barry
£750	8L Pentrehafod School, Swansea
	8Q Olchfa School, Swansea
£1500	8YM St Cyres Comprehensive, Penarth
	8D1 Caerleon Comprehensive
Rucksacks	8A Ysgol Uwchradd Glan Clwyd

3.5. European Comparison

Wales' performance in the project's first year of development compares favourably with that of the other Member States involved. The following table summarises (in ranked order) participation levels achieved in each country:

Country	No. of participating classes
Finland	2688
Germany	462
UK- Wales	204
Denmark	145
Italy	141
France	91
Spain	88

Finland's performance reflects the fact that the competition was launched there in 1989/90 and has been held each year since that date. It is now an integral part of the school year. Of all countries participating, Wales achieved the lowest drop-out rate (17%) amongst participants in the competition. The next lowest drop-out rate was in Italy (33%).

The competition is increasing in profile within other Member States of the European Union and in the European Commission itself. The Commission's decision to support the competition for a further year and to invite more countries to become involved is evidence of this. In 1998/99, Greece, the Netherlands, Austria and Belgium will join the project. Continued involvement in the project and the role played in developing the project during its first year, will maintain Wales' position with the leaders on health promotion programme developments in Europe.

3.6. Evaluation

Process evaluation was ongoing throughout the competition period, and certain things, e.g. database and draw preparation, were refined as necessary. Opportunistic discussions were undertaken with partners and school staff. A meeting was held between Health Promotion Wales staff and health promotion officers from North Wales in July 1998 to discuss further improvements.

More formal evaluation was undertaken by means of pupil and teacher questionnaires and biochemical validation was carried out in North Wales.

Teacher questionnaires

Questionnaires were sent to all form teachers whose class had entered the competition, and to the Head of Year 8 and Head of PSE in all schools that had classes involved. These questionnaires were sent ten days after the end of the competition, and reminders were sent to form teachers three day later, with the letter announcing the prize winners.

The questionnaire dealt with teachers perceptions of the competition and their opinion of pupils involvement, as well as asking for suggestions for improvement.

Results

Responses were received from 91 teachers, of whom 71 were Year 8 form tutors and 18 were Head of Year 8:

- 83% said the competition encouraged discussion about smoking
- 73% said materials were appealing
- 95% said forms were easy to fill in
- Only 11% thought it took an undue amount of time
- 87% said Y8 was a good year to target, and only 3% thought it wouldn't work with Y7
- 90% would encourage classes to enter next year
- 84% thought that most of the pupils were honest

- 77% informed parents about the competition in some way
- 76 teachers noted positive aspects of the competition. Of those, about half mentioned raising the profile of non-smoking. Only 12% mentioned the possibility of a prize. Some typical specific comments were:

The fact that at least once a month the topic of smoking was brought up.

Participation as a group and truthful discussion to help 'wavering' smokers.

It highlighted the fact that very few pupils smoke regularly in this age group. It took away the glamour of smoking.

Raised pupils awareness of smoking. Engendered a 'team spirit' to avoid it.

Possible improvements centred on the prize structure with a suggestion of more smaller prizes. 11 teachers also mentioned the possibility of providing materials or poster-type competitions in support of this initiative.

Those who mentioned the CO testing found it positive.

Pupil questionnaires

A random sample of fifty classes was selected from the total number of classes entered in the week prior to the start of the competition. Eight control classes were randomly selected from schools in those Unitary Authorities not included in the competition.

Short, self-completion questionnaires were sent for every pupil in these classes, whether or not they had entered the competition. The form teacher administered the questionnaires. All pupils were supplied with envelopes in which to seal their questionnaire before returning it to the teacher.

Thirty-five intervention and eight control sets of questionnaires were returned in the first month of the competition. Those classes that returned the first questionnaire were sent a further questionnaire in the week following the end of the competition (29th June – 3rd July).

Classes who had not replied were contacted by telephone on 15th–16th July.

Questionnaires dealt with beliefs and behaviour related to smoking and to bullying. The second questionnaire also asked about involvement in the competition.

Results

604 pupils returned the second questionnaire:

- 55% of pupils said that the competition helped them to stay smokefree.
- 76% thought the competition was a good idea, with a further 17% having no strong opinion.

Only 6% of pupils agreed with the statement 'Pupils in the class were less nice to each other because of the competition'. 65% disagreed or strongly disagreed with this statement.

Biochemical validation

In the North Wales Health Authority area random testing of carbon monoxide levels was undertaken, using smokelyzers.

Testing occurred in the week immediately following the completion of the March and the May commitment forms.

Classes were selected randomly by Health Promotion Wales; one class in each school with less than four classes participating and two classes in schools with a larger entry. Schools were contacted in the week before the testing to arrange a suitable time.

Testing was carried out by a member of staff from the local health promotion department in North East Wales; and in North West Wales by a combination of a local health promotion department staff member and school nurses.

For the March testing, and for the May testing in North Wales, the tester selected six pupils from the chosen class(es) to be tested. These were one boy and one girl from each of the front, middle and back of the classroom. For the May test in North Wales, Health Promotion Wales randomly identified six pupils from each class.

The procedure was explained to the pupils, as was the interpretation of the results. Prior to testing, pupils were asked to confirm that they were still participating in the competition.

Results

ppm CO	Number of pupils
0	134
1–5	53
6–10	1
>10	2
Total no. tested	190

These results indicate that only two pupils out of 190 were smokers and had therefore not told the truth on the previous commitment form.

It is the perception of the health promotion officers who undertook the testing that both teachers and pupils welcomed the testing and valued the verification it provided. Pupils were keen to volunteer to be tested.

Undertaking the testing was also useful in maintaining contact with the schools and reinforcing the benefits of involvement in the competition.

3.7. Recommendations for future competitions in Wales

Subject to amendment on analysis of teacher questionnaires

- Alert schools to the competition earlier in the school year – by a combination of a letter to the school before the flyers are sent out and local marketing with PSE co-ordinators.
- Send flyers to school nurses in addition to Headteacher, Head of Year 8 and Head of PSE
- Maintain the competition dates as February to March for the coming year, but attempt to get classes entered by Christmas
- Offer the competition to Year 7 in addition to Year 8
- Keep prizes at 3, 4, and 5 months, but possibly give more lower prizes:
4 x £200 at 3 months; 6 x £300 at 4 months; 4 x £750 and 30 x £100 at 5 months
- Devise a system to ensure a better geographical spread of prize winners
- Keep prizes as school prizes, but encourage the school to spend some of it on the winning class
- Offer schools the opportunity to participate in the European draw (which will be a trip to London)
- Provide small mementoes, such as the badges, to all pupils, on more than one occasion
- By means of a box to tick on the entry form, offer schools the opportunity of having their details on the Internet site so that they may be contacted by other European entrants
- Ask schools at the inquiry stage if they will be willing to participate in research if randomly selected
- Leave a clear gap between receipt on entry forms and the start of the competition, so that more sensitive evaluation can be undertaken
- Make sure that teachers know that the order of names on the commitment form is not important
- Maintain biochemical validation as a local option
- Ensure that all correspondence sent to schools is copied to local partners
- Ensure that all correspondence sent to form tutors is copied to Head of Year and Head of PSE
- Inform schools that commitment form has been received by means of a postcard which also carries some information about smoking, possibly in a quiz format.

References

- ¹ Young People in Wales: Lifestyle Changes 1986–1996
Health Promotion Wales Technical Report No: 24
- ² Vartiainen E., Paavola M., Vertio H. “No Smoking Class” competitions in Finland: their value in delaying the onset of smoking in adolescence. *Health Promotion International*, 1996; 3 (11): 189–192.

APPENDIX

Table 1: Main characteristics of the competition in different countries

Country	Important Rules	Prizes	Further Remarks
Denmark	<ul style="list-style-type: none"> • Each class has to carry out an activity dealing with tobacco and smoking. • If somebody smokes but promises not to smoke anymore, the class decides what to do. Regular smoking is not accepted. 	<ul style="list-style-type: none"> • Prizes 1–4: Cash • Prizes 5–6: T-shirts 	Competition was carried out only in grade 7 (13 year-olds).
Finland	<ul style="list-style-type: none"> • Whole class has to remain smokefree. • If a pupil smokes, but promises not to smoke again, the class can remain in the competition. • Regular smoking is not accepted. 	Cash prizes	Experience in organising the competition since 1989/90
France	<ul style="list-style-type: none"> • Prizes are graded according to the number of smokers in the class. • If more than 5 pupils have smoked, class drops out. 	Cash prizes: <ul style="list-style-type: none"> • No smoker: Prize A • 1–2 pupils have smoked: Prize B • 3–5 pupils have smoked: Prize C 	
Germany	<ul style="list-style-type: none"> • At least 90% of pupils have to agree to participate. • Up to 10% of the pupils are allowed to smoke. • Classes are allowed to exceed the 10% limit once. 	Cash prizes	Teachers workshops
Italy	<ul style="list-style-type: none"> • If any pupil becomes a regular smoker, the class drops out. • In the case of experimental smoking the class remains in the competition. 	1 st prize: Radio/tape/CD-player to every pupil 2 nd prize: participation in the international prize draw	
Spain	<ul style="list-style-type: none"> • One single episode of smoking is acceptable if the class decides so. • Regular smoking of any pupil is not accepted. 	<ul style="list-style-type: none"> • First prize is a day cruise • 2nd and 3rd prizes: music recordings, books • Special prize for the slogan: CD player 	Every class had to make its own “competition slogan”. The best one won an award.
UK	<ul style="list-style-type: none"> • At least 90% of the pupils have to agree to participate. • Class drops out if more than 25% of pupils smoke. • Prizes are graded according to the period of time that the classes participate. • Bullying is grounds for disqualification. 	<ul style="list-style-type: none"> • Cash prizes: (rather to whole school than to individual classes or pupils) • 2 third prizes at 3 months • 2 second prizes at 4 months • 2 first prizes at 6 months and 30 small cash prizes 	<ul style="list-style-type: none"> • A consultation exercise as a part of the project development • Did not take part in the international prize draw • Entry requirements ensured that no bullying appeared

Co-ordinator of the Smokefree Class Competition

Reiner Hanewinkel and Gudrun Wiborg, IFT-Nord Institute for Therapy and Health Research
Düsternbrooker Weg 2, 24105 Kiel, Germany
Tel. +49 431 570 29 60, Fax +49 431 570 29 29
E-mail: hanewinkel@ift-nord.de, wiborg@ift-nord.de

Partners

Joergen Falk, Danish Council on Smoking and Health
Ravnsborggade 2, 2 sal, 2200 Copenhagen, Denmark
Tel. +45 35 37 52 00, Fax +45 35 37 52 88
E-mail: jf@tobaksskaderaadet.dk

Heli Tyrväinen, Finnish Health Association
Puutarhakatu 11, 40100 Jyväskylä, Finland
Tel. +358 14 27 10 11, Fax +358 14 27 18 30
E-mail: heli.tyrvainen@terveysry.inet.fi

Kamel Abdennbi, Association Institut Coeur et Vaisseaux
104, rue de Charenton, 75012 Paris, France
Tel. +33 1 44 73 09 54, Fax +33 1 44 73 09 54
E-mail: fondacv@club-internet.fr

Elizabeth Tamang and Giovanni Pilati, Centro di Educazione alla Salute
Galleria Trieste 5, Scala B, 35131 Padova, Italy
Tel. +39 49 821 46 12, Fax +39 49 821 46 99
E-mail: tamang@socrate.it

Manel Nebot and Manuela Ballestin, Municipal Institute of Public Health
Placa Lesseps 1, 08023 Barcelona, Spain
Tel. +34 93 23 84 545, Fax +34 93 21 73 197
E-mail: mnebot@imsb.bcn.es, mballest@imsb.bcn.es

Sue Bowker and Ceri Breeze, Health Promotion Wales
Ffynnon-las, Ty Glas Avenue, Llanishen, Cardiff, Wales CF4 5DZ, UK
Tel. +44 1222 75 22 22, Fax +44 1222 75 60 00
E-mail: sue.bowker@hpw.wales.nhs.uk, ceri.breeze@hpw.wales.nhs.uk

ENYPAT Publications:

Smoking Prevalence and Tobacco Policies in the Member States of the European Union. A Summary of the Overviews by Country. Manninen, Jouko (ed.), The National Public Health Institute, Helsinki, 1997.



ISBN 951-740-109-4

ISSN 0359-3576

Turku 1998

Kirjapaino Grafia Oy